

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 00219 180411Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
-----180412Z 073932 /64

P R 180405Z JAN 77
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9563

UNCLAS STOCKHOLM 0219

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: STC OPERATIONS MARKET RESEARCH: CLIMATE CONTROL
(HEVAC) - SWEDEN

REF: (A) 76 STOCKHOLM 6861, (B) USDOC BID REQUEST OF 12/23/76

1. OF FOUR MARKET RESEARCH FIRMS (GIDLOF STEINER WISTROM, MARKNADS SYSTEM, CASTEN VON OTTER, AND MARKNADSBYRAN) CONTACTED FOR BIDS ON SUBJECT RESEARCH, ONLY WISTROM ABLE TO BID. OTHER FIRMS ENCOUNTERED TIMING PROBLEMS DUE PRIOR COMMITMENTS.

2. GIDLOF STEINER WISTROM BID \$3600 FOR STUDY BASED ON 25 INTERVIEWS. GEORG WISTROM, WHO PREVIOUSLY CONDUCTED "HIGH PERFORMANCE MATERIALS" STUDY FOR USDOC, WILL BE RESPONSIBLE FOR THIS PROJECT WITH ASSISTANCE FROM PARTNERS. WISTROM AGREED FINAL DRAFT OF STUDY (COMPLETE EXCEPT FOR EDITING CHANGES) WOULD BE SUBMITTED FOR FORWARDING TO OIM BY MARCH 15 AS REQUESTED; MULTIPLE FINAL COPIES WILL BE PROVIDED WITHIN TWO WEEKS THEREAFTER. STATISTICAL TABLES AND PRELIMINARY CONCLUSIONS WILL BE SUBMITTED BEFORE END OF FEBRUARY

3. AS SHORT TIMING THIS STUDY AN IMPORTANT CONSIDERATION FOR STC EVENT SCHEDULE, AND BID PRICE REASONABLE, STC
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RECOMMENDS IMMEDIATE PLACEMENT OF STUDY WITH GIDLOF STEINER WISTROM.
SMITH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 18-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770017-0876
Format: TEL
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770139/aaaabiob.tel
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Litigation History:
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Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STOCKHOLM 6861
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 27-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
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Review Withdrawn Fields: n/a
SAS ID: 3565258
Secure: OPEN
Status: NATIVE
Subject: STC OPERATIONS MARKET RESEARCH: CLIMATE CONTROL (HEVAC) - SWEDEN
TAGS: BEXP, SW
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/2flea2d4-c288-dd11-92da-001cc4696bcc
Review Markings:
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